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SUBJECT: PROPOSAL FOR EXCHANGE OF EXHIBITIONS WITH PRC

IN 1976

1. MR. LEONARD GARMENT, COUNSEL TO THE PRESIDENT, HAS ASKED THE SECRETARY FOR HIS COMMENTS ON A PROPOSAL FOR EXCHANGE OF EXHIBITIONS WITH THE PRC IN 1976 AS PART OF THE US BICENTENNIAL CELEBRATION. SCALE AND CHARACTER OF THESE EXHIBITIONS WOULD BE PATTERNED AFTER THOSE WHICH WERE EXCHANGED BETWEEN US AND USSR IN 1959. THEY WOULD BE CULTURAL AND INFORMATIONAL IN CONTENT AND WOULD EACH OCCUPY ABOUT 500,000 SQUARE FEET OF SPACE IN EXISTING OR SPECIALLY CONSTRUCTED FACILITIES. NEW STRUCTURES WOULD REVERT TO HOST GOVERNMENT.

2. PROPOSAL IS THAT RECIPROCAL EXHIBITIONS BE OPEN TO THE PUBLIC FOR THREE MONTHS IN 1976, DESIGNED TO ACCOMMODATE

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200,000 VISITORS DAILY. AS EXPLAINED BY EXHIBITION

DESIGNERS, THE US EXHIBIT WOULD INCLUDE SATELLITE TELECASTS OF CULTURAL, SPORTS, AND SCIENTIFIC ACTIVITIES IN THE US; CONTINUOUS LIVE PERFORMANCES IN PEKING BY AMERICAN PERFORMING ARTISTS, SPORTSMEN, CRAFTSMEN, ETC.; LECTURES BY SPECIALISTS IN VARIOUS ASPECTS OF AMERICAN LIFE; A FOOD BAZAAR SELLING "TYPICAL" AMERICAN FOODS SUCH AS BAKED BEANS, SPARERIBS, HOT DOGS, AND PIZZA; A COMPREHENSIVE AMERICAN PAINTING AND SCULPTURE COLLECTION OF THE LAST 200 YEARS; A FOLK ART EXHIBIT; A SPACE EXPLORATION EXHIBIT; A FILM FESTIVAL; A PAPERBACK BOOK AND RECORD STORE; A NEWSSTAND DISPLAYING CURRENT NEWS-PAPERS AND MAGAZINES; AND A SOUVENIR BAZAAR.

3. THE PROPOSAL ALSO INCLUDES PROVISION FOR ONE HUNDRED YOUNG AMERICANS TO BE RECRUITED AS GUIDES ON THE BASIS OF THEIR FLUENCY IN CHINESE AND THEIR UNDERSTANDING OF CHINESE CULTURE, TRADITIONS AND HISTORY.

4. FRANKLY, WE HAVE RESERVATIONS ABOUT THE APPROPRIATENESS A) OF AN EXCHANGE OF EXHIBITS OF THIS SIZE WITH THE PRC AND B) OF APPROACHING THE CHINESE NOW WITH A PROPOSAL FOR ANY EXCHANGE OF EXHIBITS OF THIS SORT. (THE DESIGNERS SAY THAT AN EXHIBIT IN US-BUILT FACILITIES IN PEKING WOULD REQUIRE THREE YEARS TO PREPARE; AN EXHIBIT IN EXISTING FACILITIES WOULD REQUIRE TWO AND ONE-HALF YEARS SO PLANNING AND CONSULTATION WITH THE PRC WOULD HAVE TO BEGIN AT ONCE.) NO OTHER EXHIBITS OF THIS SORT ARE BEING CONSIDERED FOR OTHER COUNTRIES. DISCUSSIONS ARE BEING HELD WITH SOME COUNTRIES CONCERNING SMALL-SCALE EXHIBITS (DOLS. 5 MILLION) AND NARROW SCOPE (E.G., IN PARIS--AGE OF FRANKLIN AND JEFFERSON) OVERSEAS AND EVEN SMALLER FOREIGN EXHIBITS BY A FEW COUNTRIES IN THE US. ROC OFFICIALS HAVE MADE REFERENCE TO PARTICIPATION IN THE BICENTENNIAL, AND A PRC/ROC CONFRONTATION COULD DEVELOP IF BOTH WERE TO ESTABLISH EXHIBITS IN THIS COUNTRY.

5. BEFORE RESPONDING TO MR. GARMENT, WE WOULD APPRECIATE USLO'S VIEWS.

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